

# MEDIA COMMUNICATION





**SECRETARIAT OFFICE MANUAL SERIES**

# **MEDIA COMMUNICATION**

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# **1 DIRECTOR OF INFORMATION AND PUBLIC RELATIONS**

## **1.1 General**

- (1) Director Information and Public Relations will perform the role of handling communications for the Chief Minister and the state Government.
- (2) DIPR will appoint a Public Relations Officer on his behalf for every secretariat department with the approval of the Secretary concerned.
- (3) The Director of Information and Public Relations will attend to all general matters connected with Government publicity which cannot be properly allotted to any particular department.
- (4) The services of the Director of Information and Public Relations may be availed of by any Secretary to assist them, in presenting information intended for publication in a form suitable to the Press.
- (5) If a Secretary desires that a particular matter put up by them for publicity should receive special attention of the Press they should so indicate it in copy sent to the Director of Information and Public Relations who will carry out the wishes of the departments concerned.

## **1.2 Press cuttings**

- (1) Subscribe for such papers as are sanctioned by the Government from time to time. (Assignee: DIPR)
- (2) Peruse and mark cuttings from the principal newspapers and periodicals published in the State or on the internet. (Assignee: DIPR)
- (3) Send cuttings for action or information to the Chief Ministers office, Chief Secretary, Ministers, Secretaries in-charge and Secretary political to their official email address by 7.00 a.m. daily including on holidays. (Assignee: DIPR)
- (4) Pass on any cutting to the Head of the Department concerned if it is of sufficient importance whether or not further action is considered necessary. (Assignee: Secretary concerned)
- (5) Deal with cuttings of articles which appear to be of a character requiring preventive or punitive action. (Assignee: Secretary, Political, General Administration Department)

## **2 RELEASE OF INFORMATION TO THE PRESS**

- (1) The Chief Minister and the Ministers-in-charge will hold periodical Press Conferences.
- (2) Any information that has to be released to the Press will be conveyed through:
  - (i) The Press Conferences by the Ministers
  - (ii) The Press Releases issued by the Director of Information and Public Relations or the departmental PROs
- (3) Secretaries in the capacity of Secretary to Government or any other officer of secretariat will not normally hold Press Conferences unless delegated with power or specifically asked to do so by the Minister-in-charge in any particular case or cases.
- (4) Secretaries concerned should send important news items intended for release to the press to the departmental PRO or DIPR.
- (5) All Government Orders and communications issued by the Departments, which contain news value should be sent to the departmental PRO or DIPR along with a communication plan for release to the press in the appropriate manner.

### **2.1 Communication Plan**

- (1) Prepare a communication plan, not exceeding two pages, simultaneously for every proposal or outward communication of Government having news value. (Assignee: SO concerned)
- (2) Keep a very careful watch and obtain specific orders in the file whether a communication plan will be prepared for any Government Order or proposal at the time of issue or before. (Assignee: SO concerned)
- (3) The structure of the communication plan is given below.
  - (i) Communications objectives
    - a) Objectives: Identify 2 to 3 objectives that will be achieved through the communication plan.
    - b) Expected results: Outline expected results
    - c) Policy alignment: Link this initiative to the Government's agenda.
  - (ii) Considerations
    - a) Considerations: Outline significant communications considerations.
    - b) Manner of handling: Tell how these considerations would be managed.



- (iii) Analysis of public environment
  - a) Risks and opportunities: Assess the public environment and identify risks/ opportunities therein
  - b) Data: Present quantitative and qualitative data available through public opinion research data
  - c) Stake holder engagement: Analysis of previous stake holder engagement and consultations. Identify who were consulted, the method of consultation, and their reactions.
  - d) Centre-state positions:
  - e) Media coverage:

- (iv) Anticipated reaction
  - a) Provide examples of likely positive and negative reactions from various population groups including stakeholders in the table below.
  - b) Make reference to specific groups rather than to broad audiences such as the general public.

Population group	Expected reaction

- (v) Story line and core government messages
  - a) Announcement story line: In 5-6 bullets, outline the announcement storyline, relate it to Government priorities, and provide core messages.
  - b) Benefits: In plain language, describe the benefits and results for people of AP.
  - c) The indicative format for the press note is given below.
    - 1) Department:
    - 2) Date of decision:
    - 3) Title: <headline in one sentence in simple language>
    - 4) Decision: < one sentence in simple language>
    - 5) Major impact:
    - 6) Expenditure involved:
    - 7) Number of beneficiaries:
    - 8) Districts covered:
    - 9) Progress if already running:
    - 10) Likely questions and answers:
- (vi) Announcement strategy

- a) Scope: state/ national/ international level
- b) Timing: Prior to the decision or simultaneously. Keep in mind other competing news items.
- c) Above the ground outreach: Present details on planned media and stakeholder outreach
  - 1) Press Conference: By whom, venue, invitees
  - 2) Press Release/ Press Communique
  - 3) Campaigns: Print advertisements, electronic media advertisements, hoardings, pamphlets, video clips, songs etc.
- d) On the ground outreach: Present details on events to support the announcement with a focus on impacts and benefits to people of the state. Ex. Melas, conferences, cultural programs etc.
- e) Social media outreach: Present details on the websites, content, advertisements etc.
- f) Sustenance: List out measures to sustain the message.
- g) Budget.

## **2.2 Criticism**

- (1) Press Communique or Press Notes contradicting criticisms or explaining any particular point of view will not ordinarily be issued.
- (2) All such explanatory statements and contradictions of criticisms will be conveyed only at the Press Conferences convened by the Chief Minister or Minister-in-charge.
- (3) If a statement or contradiction is urgently necessary, Secretary concerned should issue through the departmental PRO or DIPR in writing.

### **3 ADMINISTRATION REPORTS**

#### **3.1 Communication procedure - Role of Secretary concerned**

- (1) Transmit the Departmental Administration Report to the DIPR together with the Press Release or Press Communique summarizing the points in the report to which the attention of the Press should be drawn.
- (2) In cases where the report is published in advance before it is reviewed by the Government, prepare the Press Release/ Press Communique as soon as the report is received by you and in other cases as soon as the report is approved so that it will be ready when the report has been printed.
- (3) The draft of the Press Release/ Press Communique should be sent to the DIPR in advance so that he may suggest changes, if necessary.
- (4) Prepare and supply to the DIPR for use of newspapers and media, brief summaries of orders reviewing the reports, if such orders are long or complicated.

#### **3.2 Publication procedure**

- (1) Send an advance copy of the Departmental Administration Report to the Chief Secretary to Government with a copy to DIPR a week before the date fixed for the publication specifying the date on which the report will be published. (Assignee: Director of Printing and Stationery)
- (2) Send sixty-five copies of the reports intended for the distribution to the DIPR, newspapers and news agencies to the DIPR three clear days before the date specified for their publication. (Assignee: Director of Printing and Stationery)
- (3) If any additions are required in the distribution list maintained by DIPR, inform such names and arrange for the dispatch of sufficient copies direct by the Director of Printing and Stationery. (Assignee: Secretary concerned)

## **4 PUBLICITY**

### **4.1 General**

- (1) There is a difference between the amount of publicity given to a Press Communique and Press Note due their varying importance.
- (2) Press Note: The Government takes a passive or defensive attitude or replies to criticism or explains or provides facts and figures to amplify or expound their declared policy
- (3) Press Communique: The Government takes an active role in responding to a situation or takes dynamic action or demonstrates clearly how they discharge their responsibility.
- (4) Don't publish Press Communique in the Government Gazette.
- (5) As Press Communiques get sufficient publicity from the Press, Secretary concerned should arrange such publications where needed.

### **4.2 Procedure**

- (1) All matters for publication in the Press (except administration reports and similar publications and the reviews thereon placed at the disposal of the Press) should be marked either "Press Communique" or "Press Note" or "Press Release".
- (2) Too long or complicated Press Communiques, Press Notes, Press Releases are are likely to be ignored by the Newspapers.
- (3) In order to secure maximum publicity prepare brief summaries for the use of newspapers of long or complicated Press Communiques and Press Notes and forward them to the DIPR along with the Press Communiques or Press Notes. (Assignee: Secretary concerned)
- (4) The following procedure is adopted for releases to Press.

#### **4.2.1 Press Communiques and Press Notes**

- (1) As soon as Press Communiques and Press Notes are drafted, send the file to DIPR for vetting before circulation, since the DIPR is responsible for the manner of presentation of the information that is published in a Press Note or Press Communique. (Assignee: Secretary concerned)
- (2) After the draft is approved in circulation, send it to the DIPR for issue. (Assignee: Secretary concerned)

- (3) After giving a serial number, arrange to have copies taken of all such papers received up to 3 p.m. each day and have them dispatched by Email to the press and news agencies the same day. (Assignee: DIPR)
- (4) Handover copies in person to such of the Press reporters who meet you daily. (Assignee: DIPR)
- (5) Supply copies of Press Notes and Press Communiques to all dailies in the State irrespective of their circulation. (Assignee: DIPR)
- (6) Send copies to relevant news magazines. (Assignee: DIPR)
- (7) Supply technical or specialized magazines only with press materials dealing with the subject in which they are interested. (Assignee: DIPR)
- (8) Maintain a list of addresses to whom Press Communiques and Press Notes should be distributed. (Assignee: DIPR)
- (9) If it is essential to issue a Press Communique or Press Note after 3 p.m. consult DIPR in the matter. (Assignee: Secretary concerned)
- (10) Retain Press Communiques and Press Notes received after 3.00 p.m. in the department for being numbered serially and issue on the following working day unless a specific request is made by Secretary concerned to issue the same day. (Assignee: DIPR)

#### **4.2.2 Press Release**

- (1) Press Releases are issued by the DIPR based on orders passed by the Government.
- (2) Press Releases are not given as wide a publicity as are given to Press Communiques and Press Notes.
- (3) Prepare Press Release containing a gist of the orders passed by Government which have news value. (Assignee: Secretary concerned)
- (4) Furnish DIPR the Press Release along with copies of Government orders. (Assignee: Secretary concerned)

#### **4.2.3 Unofficial Press Notes**

- (1) Unofficial Press Notes contain information supplied to the Press for making comments.
- (2) They will not be published as a communication issued by the Government.
- (3) In certain cases, Unofficial Press Notes are issued.

- (4) They are not issued in writing, but their substance is communicated orally by DIPR.

## **5 GOVERNMENT ADVERTISEMENTS - PROCEDURE**

- (1) After issuing the financial sanction, send an advertisement, either casual or serial, to DIPR with advice as to the particular section of the Press in which it should appear. (Assignee: Secretary concerned)
- (2) Prepare the content of the advertisement and furnish to DIPR. (Assignee: Secretary concerned)
- (3) If the advertisement is a notice inviting tender, compose the advertisement in such a manner that the least area is consumed and the advertisement cost is minimised. (Assignee: DIPR)
- (4) Register the request and release to the press as far as practicable, according to the advice of the department. (Assignee: DIPR)
- (5) Send a copy of the published advertisement to the Secretary concerned. (Assignee: DIPR)
- (6) Direct the press to collect the advertisement charges from the department directly. (Assignee: DIPR)
- (7) Watch the advertisements and settle the bills. (Assignee: Secretary concerned)
- (8) Advertisements and other publicity requirements of all secretariat departments will be handled in a centralised and prompt manner by the Secretary in-charge of Information and Public Relations. (Assignee: Secretary in-charge of Information and Public Relations)
- (9) All Government advertisements (including intent, content, visuals and design) will be approved in a time-bound manner by a (3) member committee appointed by the Secretary in-charge of Information and Public Relations. (Assignee: Secretary in-charge of Information and Public Relations)



- Introductory
- Inward
- Outward
- Decision Making
- Office procedure

GENERAL ADMINISTRATION DEPARTMENT  
GOVERNMENT OF ANDHRA PRADESH

